

## **EXHIBIT 5**



# Sponsored Stories for Marketplace

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## What are Sponsored Stories?

At Facebook, we believe businesses will be better in a connected world. Sponsored Stories let you promote stories about people connecting with your Page, app, event or domain to their friends. When people hear about your brand from their friends, they're twice as likely to engage.

People are naturally interested in things their friends care about. That's why the News Feed is such a central part of Facebook: News Feed stories give friends an easy way to show each other what they like.

Now with Sponsored Stories, you can increase the visibility of these powerful News Feed stories when they relate to your organization or business. No matter how many fans you have, they are only a portion of the people you can reach on Facebook. Sponsored Stories broadens your reach by allowing your fans to help their friends discover your brand and connect with your campaign objectives. Like Facebook Ads, Sponsored Stories are non-disruptive and respect people's privacy settings. There are six types of Sponsored Stories that each surface different types of content.



### How Sponsored Stories work:

- 1 A person engages with your Page, App, Place or Domain.
- 2 Normally, a story about this activity can be generated on their friends' News Feeds, which their friends may or may not see due to the dynamic nature of News Feed.
- 3 By including Sponsored Stories with your Facebook Ads campaign, this person's friends can also see the story appear in the right-hand.



David likes this brand

#### Sponsored Stories



David likes this brand



Your Brand

Like

## Sponsored Stories Types

All Sponsored Stories are 240 px wide and have variable height. Since they're generated from the actions people take with your business, you do not need to add a creative to your Sponsored Stories campaign.

### 1. Page Like Story

**What happens:** Someone liked your Page directly from Facebook or from the Like Box on your website at any point in time.

**What you can do:** You can use the Page Like Story to make sure his friends know about this action.

#### Friend's Photo & Name

Takes you to this friend's profile

#### Page Image Thumbnail

50px wide, 50px high (same as thumbnail managed by Page; aspect ratio is preserved). Takes you to Page



**Page Name** Full name of Page is preserved (up to 70 characters)

**Like** Makes you a fan of the Page, inline

## 2. Page Post Like Story

**What happens:** One of your fans liked one of your Page posts in the last seven days.

**What you can do:** You can use the Page Post Like Story to make sure his friends know about this action.

### Friend's Photo & Name

Takes you to this friend's profile

### Comment & Like Tags

Take you to the permalink for the News Feed story, where you can comment and/or like the story as well



**Page Name** Takes you to Page.. Full name of Page is preserved (up to 70 characters)

**Page Post** Takes you to the permalink for the News Feed story

- If the liked Page post is a status update: 100 character maximum (followed by ellipses)
  - If the liked Page post is an image alone: max dimensions of 90px wide, 90px high (aspect ratio is preserved); 70 character maximum for photo title
  - If the liked Page post is an image with comment: 50 px wide, 50px high (aspect ratio is preserved); 70 character maximum for photo title; 100 character maximum (followed by ellipses)
  - If the liked Page post is a video alone\*: 90px wide, 90px high (aspect ratio is preserved); 70 character maximum for video title
  - If the liked Page post is a video with comment\*: 50px wide, 50px high (aspect ratio is preserved); 70 character maximum for video title; 100 character maximum (followed by ellipses) for comment
- \*Note: Premium Sponsored Stories have video-play capabilities inline, while Marketplace Sponsored Stories do not.

### 3. App Used and Game Played Story

**What happens:** Someone used your App or played your Game at least twice or for at least 10 minutes in the last month.

**What you can do:** You can use the App Used and Game Played Story to make sure his friends know about this action.

#### Friend's Photo &

**Name** Takes you to this friend's profile

#### App Image Thumbnail

50px wide, 50px high (same as thumbnail managed by App; aspect ratio is preserved). Takes you to the Canvas App page



**App Name** Full title of the App story is preserved (up to 70 characters). Takes you to the Canvas App page

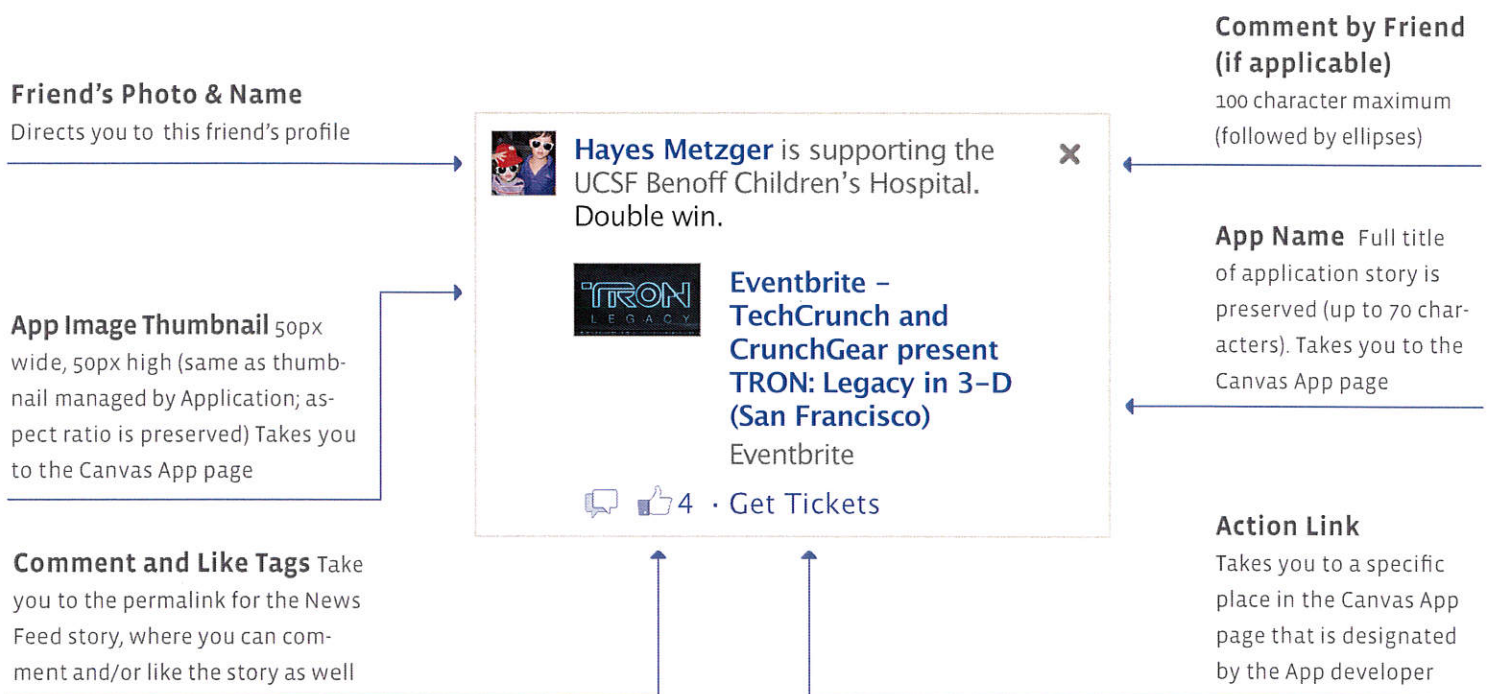
**Play** Takes you to the Canvas App page



## 4. App Share Story

**What happens:** Someone shared a story from your App in the last seven days.

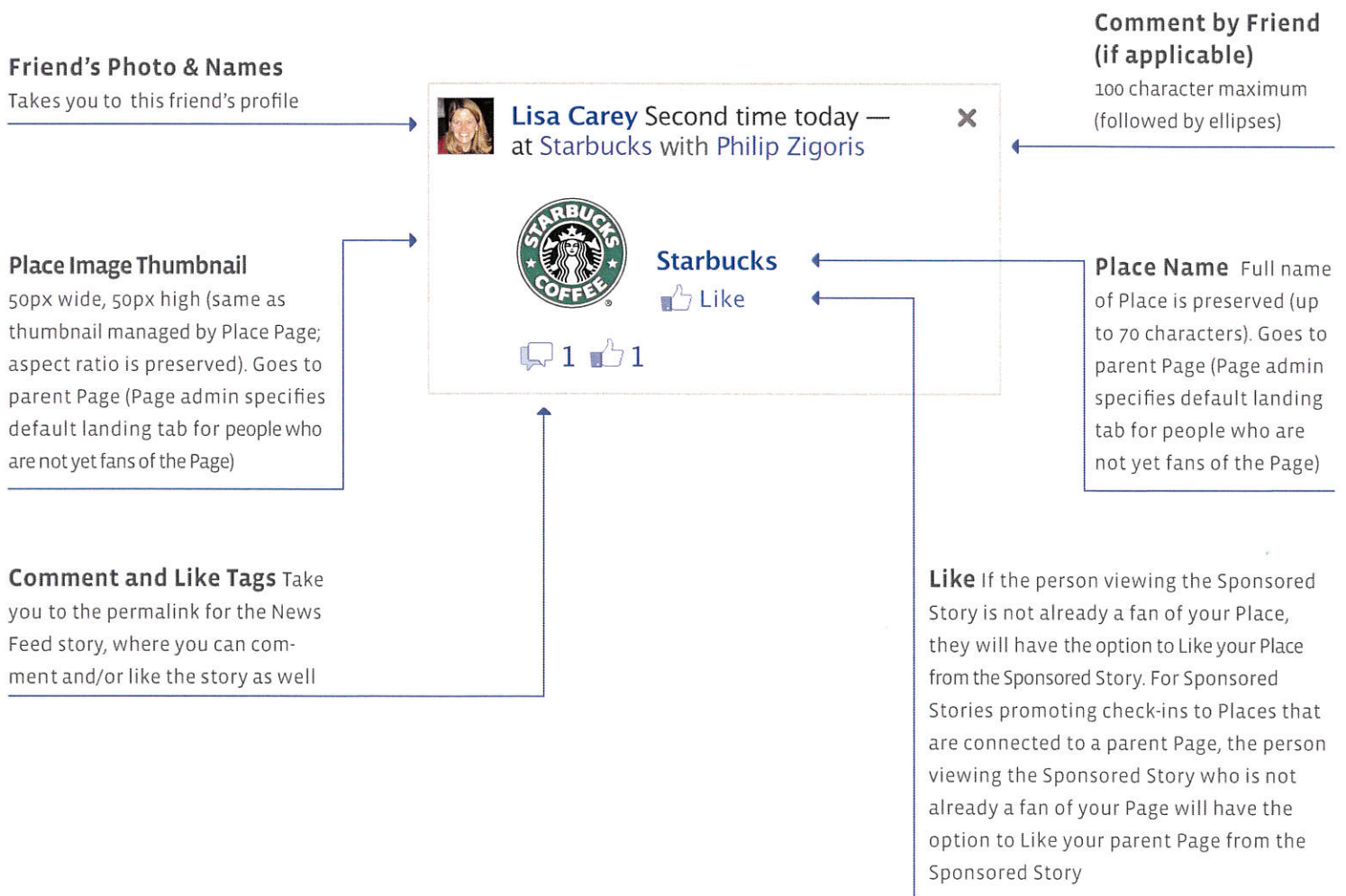
**What you can do:** You can use the App Share Story to make sure his friends know about this action.



## 5. Check-in Story

**What happens:** Someone checked in and/or claimed a deal at one of your claimed Places in the last seven days using Facebook Places.

**What you can do:** You can use the Check-in Story to make sure his friends know about this action.











**What happens:** Someone liked a piece of content on your website using the Like button, shared a piece of content from your website using the Share button, or pasted a link to your website in his status update in the last seven days.

**What you can do:** You can use the Domain Story to make sure his friends know about this action.



## Summary: Sponsored Stories types

Story type	Story content	Who sees it
Page Like	 <p>Someone liked your Page directly from Facebook or from the Like Box on your website at any point in time.</p>	The friends of your fans.
Page Post Like	 <p>One of your fans liked one of your Page posts in the last seven days.</p>	The friends of your fans who liked your Page posts.
App Used and Game Played	 <p>Someone used your App or played your Game at least twice or for at least 10 minutes in the last month.</p>	The friends of the people who used your App or played your Game.
App Shared	 <p>Someone shared a story from your App in the last seven days.</p>	The friends of the people who shared a story from your App.
Check-in	 <p>Someone checked in and/or claimed a deal at one of your claimed Places in the last seven days using Facebook Places.</p>	The friends of the people who checked in or claimed a Deal.
Domain	 <p>Someone liked a piece of content on your website using the Like button, shared a piece of content from your website using the Share button, or pasted a link to your website in his status update in the last seven days.</p>	The friends of the people who liked or shared content from your site.



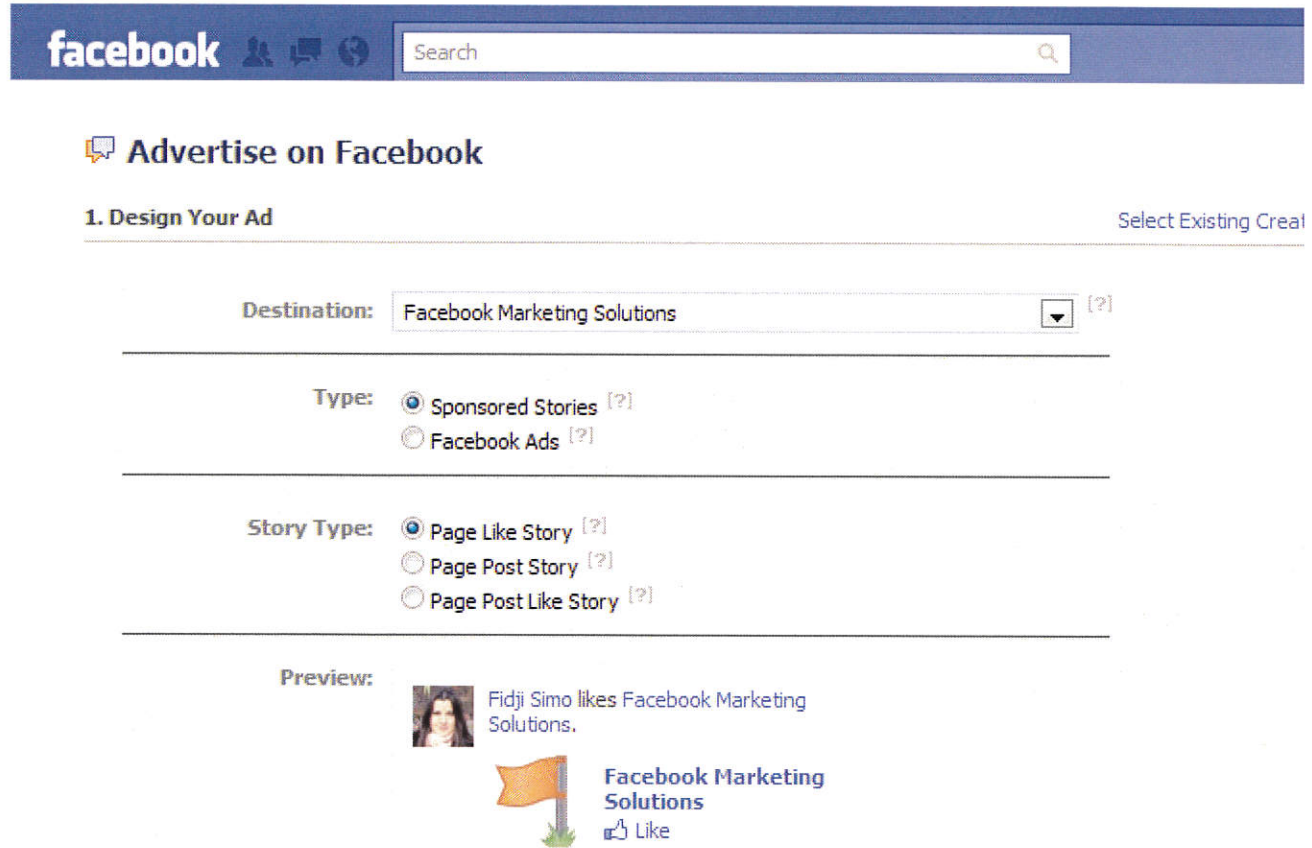
## Creating Sponsored Stories in 5 easy steps

**Step 1** Go to <http://www.facebook.com/ads/create>

**Step 2** Select the Destination you want to promote

In the 'Destination' drop-down menu, please select the Page, Place, App or Domain that you want to promote using Sponsored Stories. If you want to promote stories coming from your Domain, you will first need to claim your Domain. This process should take your developer about five minutes to complete and simply involve adding tags to the header of your webpage. Claiming your Domain will also allow you to get access to [Insights for Domains](#), a Facebook dashboard providing detailed analytics about the people who interact with content on your website. To claim your domain, please click [here](#) and follow the instructions under "Claiming a Domain".

The screenshot shows the Facebook 'Design Your Ad' interface. At the top, there is a search bar and a 'facebook' logo. Below this, the text 'Advertise on Facebook' is displayed. The main section is titled '1. Design Your Ad' and includes a link to 'Design Your Ad FAQ'. The 'Destination' dropdown menu is open, showing options: 'Facebook Marketing Solutions', 'External URL', 'Pages', 'Facebook Insights', 'Facebook Marketing Solutions', 'Places', and 'TCHETINE Boutique'. The 'Facebook Marketing Solutions' option is selected. Below the dropdown, the 'Destination Tab' is set to 'Default'. The 'Title' field contains 'Facebook Marketing Solutions'. The 'Body' field is empty, with a character count of '135 characters left'. The 'Image' field has a 'Browse...' button. At the bottom, there is a 'Preview' section showing a placeholder for the ad, including a Facebook logo and a 'Like' button.

**Step 3** Select the type of stories you want to promote


The screenshot shows the Facebook 'Advertise on Facebook' interface. At the top is the Facebook logo and a search bar. Below is the heading 'Advertise on Facebook' with a speech bubble icon. The main section is titled '1. Design Your Ad' with a link 'Select Existing Creatives' on the right. The form has three sections: 'Destination' with a dropdown menu set to 'Facebook Marketing Solutions'; 'Type' with radio buttons for 'Sponsored Stories' (selected) and 'Facebook Ads'; and 'Story Type' with radio buttons for 'Page Like Story' (selected), 'Page Post Story', and 'Page Post Like Story'. A 'Preview' section at the bottom shows a profile picture of 'Fidji Simo' with the text 'Fidji Simo likes Facebook Marketing Solutions.' and a 'Like' button.

Under 'Type', please select 'Sponsored Stories'. The type of Sponsored Stories that you will be able to select under 'Story Type' will vary:

- **For a Page**, you will be able to choose a Page Like Story or a Page Post Like Story
- **For a Place**, you will be able to choose a Page Like Story, a Page Post Like Story or a Check-in Story
- **For an App that is a Game**, you will be able to choose an App Share Story or a Game Played Story
- **For an App that is not a Game**, you will be able to choose an App Share Story or an App Used Story
- **For a Domain**, you will only be able to select a Domain Story

In order to create several types of Sponsored Stories, you have to go through the create flow each time you want to create a new type.

Please refer to pages 3 to 9 of this guide to determine which type of Sponsored Stories will help you achieve your marketing objectives.



## Step 4 Select your targeting criteria

Sponsored Stories are targeted to people who are eligible to see the story in their News Feed. You can narrow down your target audience further using the same targeting options that are available for Marketplace Ads. For more information about these targeting criteria, please visit the Guide to Facebook Ads at <http://www.facebook.com/adsmarketing/>

**!** Please be aware that using additional targeting options will reduce your reach.

The screenshot displays the Facebook Ad Targeting interface. On the right, a box shows the **Estimated Reach** as **30,178,980 people**, with criteria: who live in the **United States**, age **18 and older**, and whose friends are already connected to **Facebook Marketing Solutions**. The main interface is divided into sections: **Location** (Country: United States, with options for Everywhere, By State/Province, or By City), **Demographics** (Age: 18 - Any, with an option for Require exact age match, and Sex: All, Men, or Women), **Likes & Interests** (with a text input field for an interest), and **Connections on Facebook** (with options for Anyone, Only people who are not fans of Facebook Marketing Solutions, Only people who are fans of Facebook Marketing Solutions, and Advanced connection targeting). A link for **Show Advanced Targeting Options** is at the bottom left.

## Step 5 Set up your campaign budget, pricing and scheduling

You can set up your campaign budget, pricing and scheduling for Sponsored Stories the same way you would for Marketplace Ads. You can learn more about it by visiting the Guide to Facebook Ads at <http://www.facebook.com/adsmarketing/>.

### Recommendation: Increase organic actions

*Sponsored Stories depend on the amount of organic actions people take with your Page, Place, App or Domain. Therefore, we recommend that you use both Sponsored Stories and Facebook Ads. Your ad campaign will increase the number of actions people take with your content, while Sponsored Stories will broaden the reach of those actions. Additionally, we advise you to put social plugins on prominent locations your website and give people compelling reasons to share content from your site in order to increase to number of organic stories about your business.*